

## **Rebecca Larson**

### **Senior Vice President for Advocacy at the Wisconsin Association of Independent Colleges and Universities (WAICU)**



Rebecca Larson is Senior Vice President for Advocacy at the Wisconsin Association of Independent Colleges and Universities (WAICU). WAICU represents the 24 private, nonprofit institutions of higher education in the state.

In this role Ms. Larson works to support and advocate for student financial aid at the state and federal levels of government. Ms. Larson also tracks and participates in conversations surrounding policies that impact institutions of higher education and their students, including important discussions encompassing student loan debt. Ms. Larson works to coordinate cross sector collaborative partnerships with public two and four - year college and university systems to advance joint policies in higher education related to student transfer, online distance education reciprocity and issues that bridge K-12 and higher education. She also leads professional development and collaborative opportunities for several groups within WAICU to promote best practices and continuous improvement. She is responsible for working with state and federal governments as an advocate for student opportunity, high academic standards, and commonsense accountability.

Ms. Larson has been working in government affairs and advocacy for nearly 20 years with a strong focus on grassroots advocacy. Ms. Larson holds a bachelor's degree from the University of Wisconsin – LaCrosse and an Executive MBA from the University of Wisconsin-Milwaukee.